

Refugio by Ombraz

SPORT DESIGN AWARDS

ENTRY GUIDE 2027

FIT Sport Design Awards recognizes the industry's most innovative sports equipment and apparel from around the world.

The FIT Design Awards look for ground-breaking sports innovations, sustainable products, performance-enhancing solutions that provide comfort for athletes or everyday players, and practices that have a positive environmental impact. We celebrate designers' creativity and exceptional vision while honoring socially responsible practices that will inspire the next generations!

fit SPORT DESIGN AWARDS



PERS Chainless Pedalling System
by CIXI Active Mobility

Why you should submit?

1

Global Recognition

The program is designed to be a celebration of the very best in sports gear and apparel design. Your designs will be showcased to industry leaders around the world.

2

International Exposure

Winners will benefit from a comprehensive media and communications package.

3

Customer Growth

Add ‘Award Winning’ to your product and profile, and generate exposure to an expanded designers’ market.

4

Connection

This is a fantastic opportunity to connect with the worldwide sports design community. Meet your peers and forge new opportunities through networking.

5

Team Recognition

Boost team morale, increased motivation, and job satisfaction are some of the positive impacts winning the FIT Awards will bring to your company

6

Website Profile

Your product design will have a stunning profile display, sharing winning information, along with company and designer’s details.

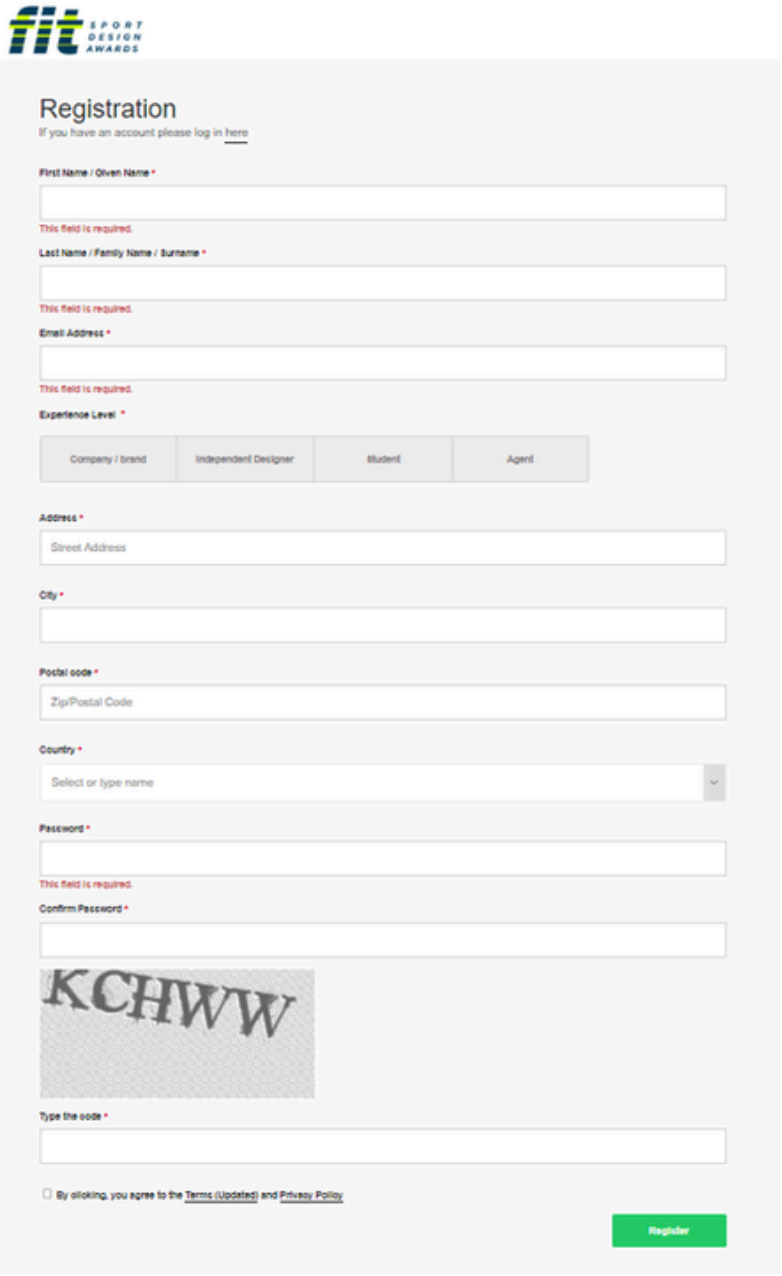
GETTING STARTED

Register and complete your profile information.

Pick your experience level, add your company or school details and create a password.

Validate.

Once you have registered; you can run through the steps, save your progress then come back to complete your profile if needed.

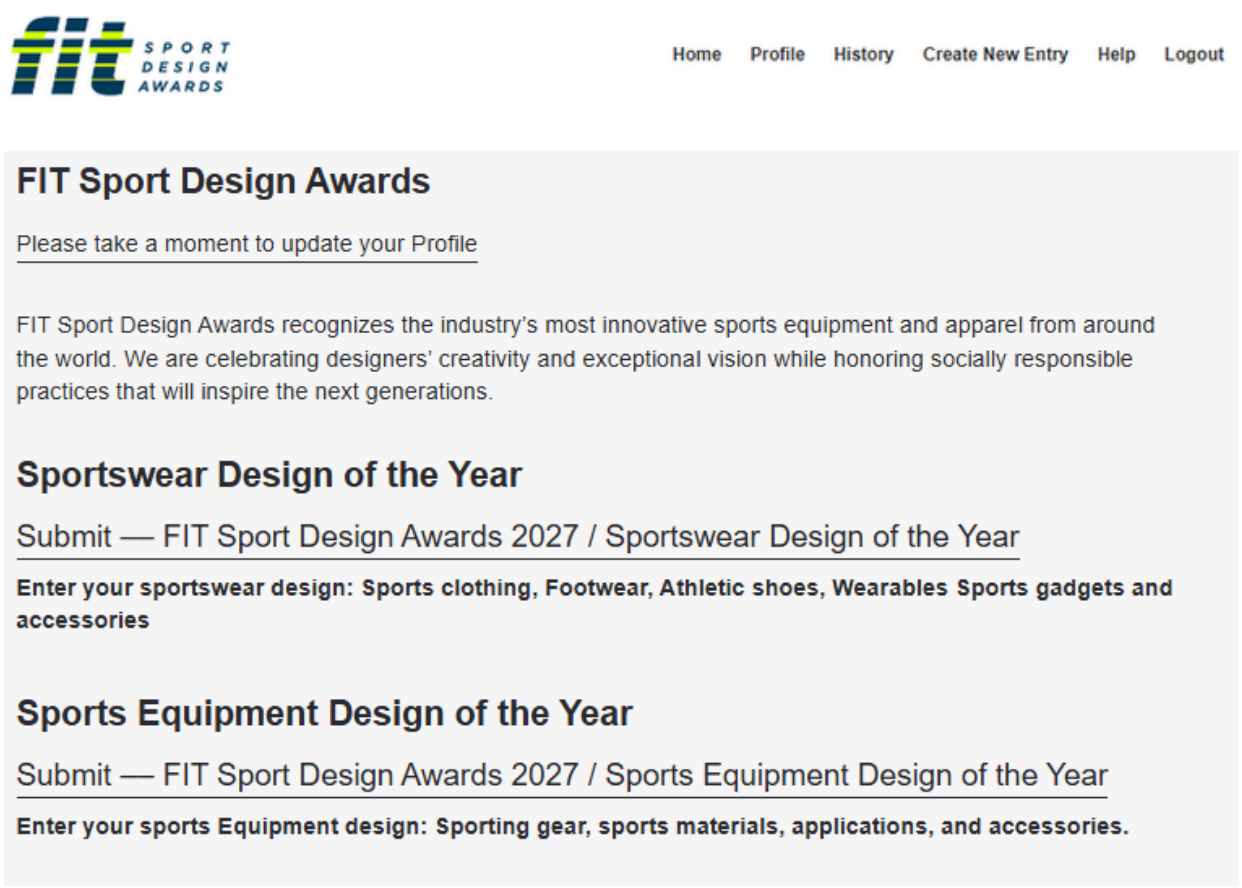


CREATE AN ENTRY

Submit your work - access your dashboard.

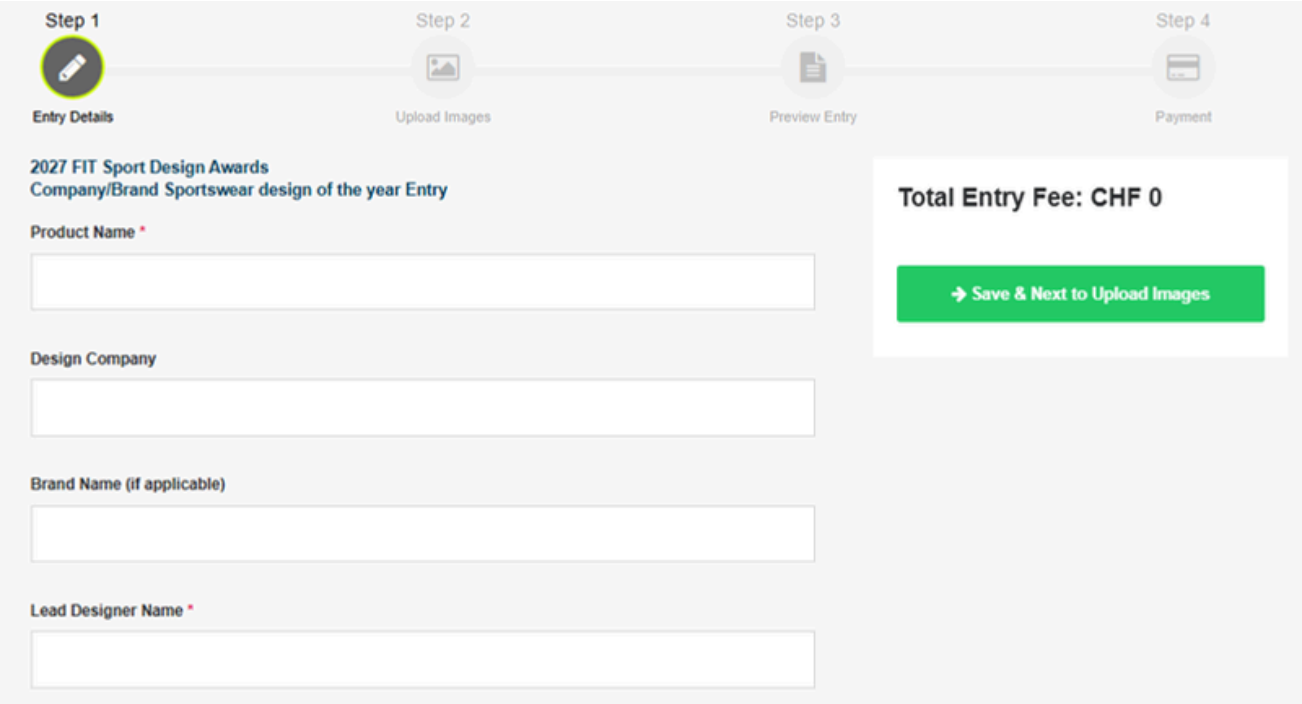
Click on "Submit" to the design section related to your project:

- Sportswear Design → Apparels
- Sports Equipment Design → Gears



ENTRY FORM

Step 1/ Complete the entry form. The online entry form is split into four steps: Entry Details / Entry Upload / Preview Entry / Payment



ENTRY DETAILS /

For professional submissions you need to provide the following information:

- Company Name (required)
- Lead Designer (required)
- Other Designers Names(optional)
- Manufacturer (optional)
- Distributor (s) (optional)
- Other contributors (optional)
- Gear Name or Apparel Name (required)
- Category(ies) (required)
- Estimated selling price & Available to buy from (optional)
- Design Status: Concept – Prototype – commercialized (required)
- Brief description of the product (required)
- Product details /Composition & Product Specification (optional)
- Upload images (required) and/or PDF document (optional)
- Add links to design/product (videos, online materials, website, etc) (optional)

For student submissions you need to provide the following information:

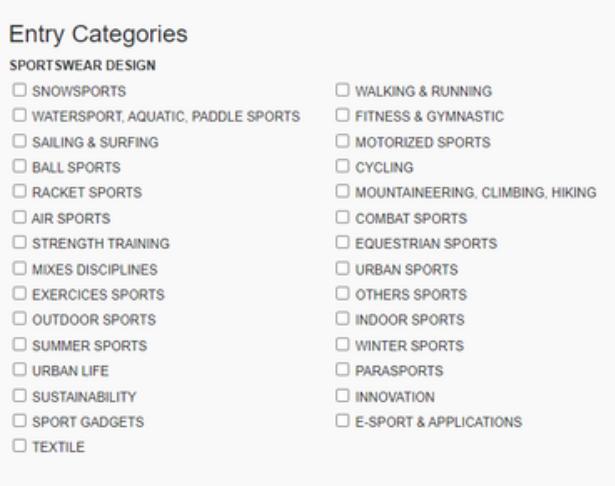
- Name of your University (optional)
- Designer name (required)
- Other Designers Names(optional)
- Gear Name or Apparel Name (required)
- Category(ies) (required)
- Brief description of the product (required)
- Product details /Composition & Product Specification (optional)
- Upload images (required) and/or PDF document (optional)
- Add links to design/product (videos, online materials, website, etc) (optional)

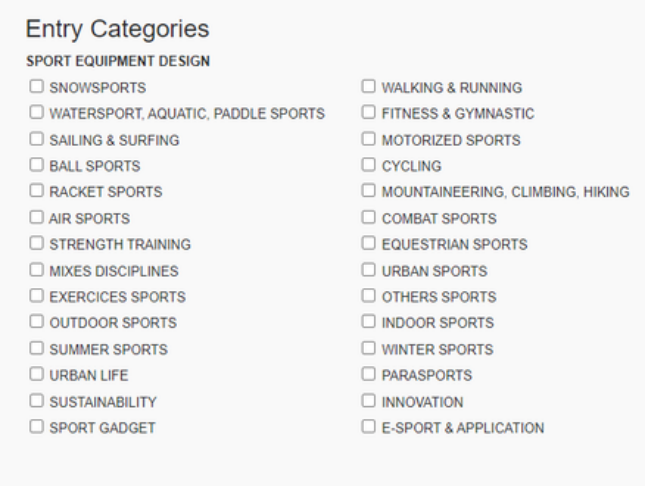
ENTRY FORM

Select which categories you wish to enter, you may enter the same design into as many categories as you see fit. In fact, doing so may increase your chances of winning.

IMPORTANT/

- There is a 50% discount for the additional category picked.
- There is no limitation to the number of categories you choose.
- We accept concept , prototype and commercialized designs.
- It is important to note that each design is evaluated separately; the jury members are not evaluating a “body of work” or a “collection” of design. Please prepare one application for each product submission.





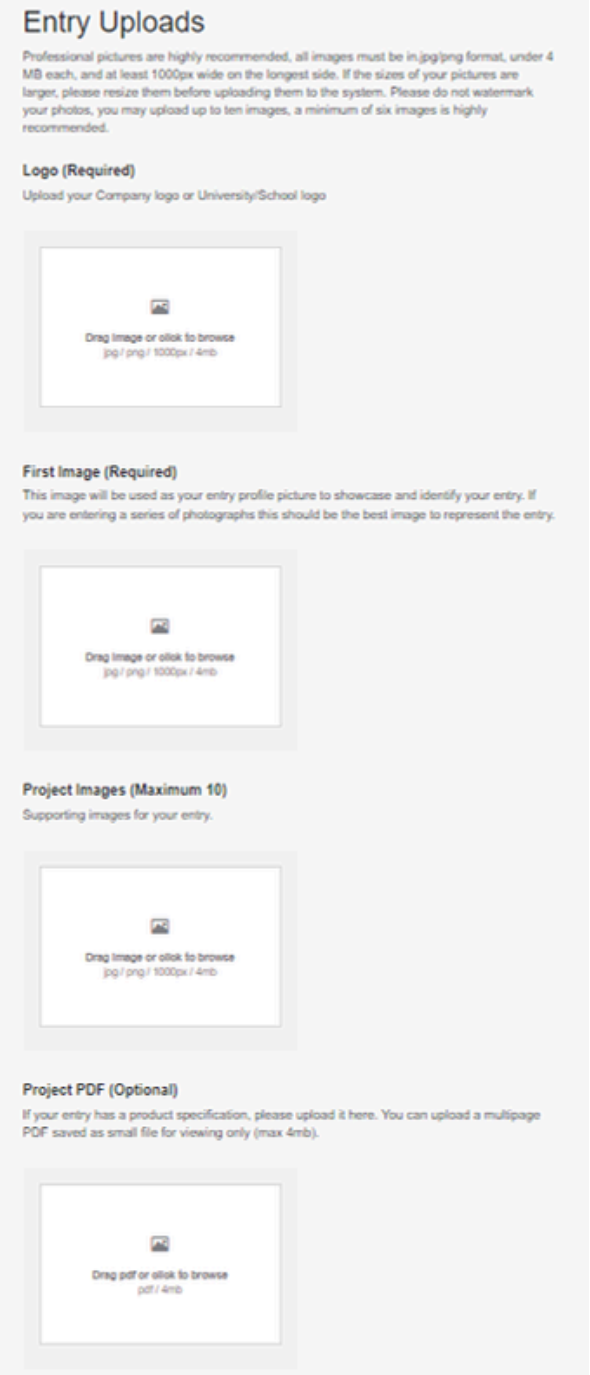
ENTRY UPLOAD

Step 2/ Upload your images, company/university logo and a PDF document.

You can upload up to 10 images, the logo of your company or university and one PDF document; use it as a specification sheet to provide more insight on your project.

IMPORTANT/

- We recommend uploading a minimum of 6, a maximum of 10 images relating to your project.
- The "First Image" will be used as your entry profile picture to showcase and identify your entry.
- Professional pictures are highly recommended, all images must be in.jpg/png format, under 4 MB each, and at least 1000px wide on the longest side. If the sizes of your pictures are larger, please resize them before uploading them to the system.
- Do not watermark your photos.
- Please ensure that you have the appropriate copyright clearances for all photography submitted. All entrants understand that any image submitted to the competition may be used by the FIT Design Awards for marketing and promotional purposes.
- The PDF document is only used by the Jury members when voting, the document will not be published.



ENTRY REVIEW

Step 3/ Review your application:

- Once you have uploaded all the required material for your submission, please review your submission carefully, checking for any errors or missing information, before finalizing the payment.

PAYMENT

Step 4/ Pay and receive your invoice:

- Submission fees are the last step in processing your application.
- Multiple entry payments are possible, just click and select those you would like to proceed with.
- Payment must be made via credit a card or Paypal.
- The cost summary is including the early submissions discount, when applicable.
- The company is based in Switzerland therefore the program currency is CHF – Swiss Franc, however, you can pay in all currencies accepted by stripe & Paypal.
- Please make sure your company details have been fully completed under "profile" as the invoice will be under this company name and address.
- Once you have entered your payment information, you will receive a confirmation email with a link to download the invoice; you can also find the invoice under "History" - "Completed Entries."

If you have any questions, please check our Frequently Asked Questions on the FIT Sport Design Awards website.

Thank you for submitting your projects and sharing your design with us!

Contact/
Please feel free to contact us at any time
customer service: support@fitdesignawards.com
www.fitdesignawards.com

JUDGING CRITERIA

The evaluation process for entries to the FIT Sport Design Awards is based on various judging criteria. These criteria are not comprehensive and not all criteria are applied to each project, they simply provide an orientation framework and basis for judging — which is complemented by each individual juror's expertise and socio-cultural background.
Each member of the Jury is passionately committed to providing a fair evaluation. Jury members are assigned categories based on their specific background and expertise. Our jury members cast their votes individually and anonymously to ensure unbiased and impartial judging. Jury votes are tallied and the highest overall scoring entries are selected as winners.

- Aesthetics — form, shape, color, texture, finishing, the material used, etc.
- Innovation — does the apparel/gear provide something new to the market or supplement/improve an existing product?
- Practicality/Functionality — ease of cleaning, safety, repairs, maintenance
- Durability — the quality and longevity of the product, is it adaptable to extreme conditions?
- Impact — the benefit delivered to the athlete, does it increase performance, or increase comfort?
- Ecological compatibility — potential environmental and/or ecological impact, local produce, repair circle, materials used.
- Emotional quotient — in addition to fulfilling its practical purpose, does the apparel/gear create a sense of enjoyment and satisfaction?

ENTRY FEES 2027

Company / Brand: CHF 250 incl. local VAT/ Same entry in additional categories at a 50% discount	Independent Designer CHF 100 incl. local VAT/ Same entry in additional categories at a 50% discount	Student CHF 50 incl. local VAT/ Same entry in additional categories at a 50% discount

DEADLINES 2027

- 15% Early Bird discount until the 27th of September 2026
- 10% Extended Early Bird discount until the 15th November 2026
- Regular Deadline: December 20th, 2026
- Final Deadline: March 14th, then a 10% late fee will apply till April 25th, 2027
- The Program will close on April 25th, 2027


fit
SPORT
DESIGN
AWARDS